



August 21, 2015

Playmakers Unite for the Return of Madden Season

Dave Franco, Rob Gronkowski, Rex Ryan and More Take on a New Rival in Madden: The Movie

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- [Electronic Arts Inc.](#) (NASDAQ:EA) is calling on a new team of playmakers to thwart a rival and usher in the return of *Madden* Season. Dave Franco and Christopher Mintz-Plasse must assemble a heroic squad of playmakers including Antonio Brown (Sticky Bun), Rob Gronkowski (Half Top), Julio Jones (Trick Montalban), as well as Coach Rex Ryan (Little Pepper) and introducing Colin Kaepernick in a very special role. It's a story so epic, it can only be *Madden* Season. The trailer for *Madden: The Movie* can be seen [here](#), if you're ready for this level of awesome.

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Madden: The Movie celebrates the return of *Madden* Season with an over-the-top action movie trailer that is sure to get fans fired up for the launch of *Madden NFL 16*. This year's game is all about being a playmaker both on and off the field, with new features in the passing game as well as the brand-new Draft Champions mode. *Madden* Season serves as the unofficial kickoff to the NFL season, and a time when friends become frenemies, rivalries are in full swing and football is back.

Madden NFL 16 is developed in Orlando, Florida by EA Tiburon and will be available for Xbox One, the all-in-one games and entertainment system from Microsoft, PlayStation®4 computer entertainment system, Xbox 360® games and entertainment system and PlayStation®3 entertainment system on August 25, 2015. To learn more about *Madden NFL 16*, visit <http://www.easports.com/madden-nfl>.

EA Access members can play *Madden NFL 16* before it's released for a limited time starting Aug. 20, only on Xbox One.

All player participation has been facilitated by NFL Players Inc., the licensing and marketing subsidiary of the NFL Players Association (NFLPA).

EA SPORTS™ is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, fan programs and cross-platform digital experiences. EA SPORTS creates connected experiences that ignite the emotion of sports through videogames, including *Madden NFL* football, *EA SPORTS™ FIFA*, *NHL®* hockey, *NBA LIVE* basketball, *Rory McIlroy PGA TOUR®* golf, *S S X™* and *EA SPORTS UFC®*.

For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit www.easports.com to connect, share and compete.

About Electronic Arts

Electronic Arts (NASDAQ:EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 300 million registered players around the world.

In fiscal year 2015, EA posted GAAP net revenue of \$4.5 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as *The Sims™*, *Madden NFL*, *EA SPORTS™ FIFA*, *Battlefield™*, *Dragon Age™* and *Plants vs. Zombies™*. More information about EA is available at www.ea.com/news.

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Electronic Arts Inc.

Brad Hilderbrand, 407-386-4246

Communications Specialist

bhilderbrand@ea.com

Source: Electronic Arts Inc.

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